

Minutes of the Board of Directors
Texas Concealed Handgun Association
August 10-11, 2013

On August 10, 2013, Rick Mackey called the meeting to order at 12:06 p.m. The following board members and officers attended: Rick Mackey, George Pena, Bill Titus, Dean McCormick, Bobby Clakley, Ron Ryle, Larry Arnold, Mollie Clakley, Austin Davis, and Erwin Ballarta.

Guests attending were Gail Wood, Billy Hill, and Phil McCoy.

Rick gave an update on Larry Feille; he is still having a few health issues but is starting to bounce back. Rick will be handling what Larry Feille did and handling the comp rooms. No speaker fees that we know of now. Rick stated that things are pretty much done for the conference with regards to the hotel and that he would take over this process. Rick gave an update on the "Life after the 83rd Legislature!" conference he attended on August 9, 2013, in Houston put on by Charles Cotton, lawyer, regarding changes in the CHL law and legal issues (insurance and liabilities) in regards to CHL instructors. Rick recommended the following training for the conference, "Legal issue of CHL instructors". Rick has invited Charles Cotton to attend and put the training on which will cover ranges, advertising, liabilities.

Guest Phil McCoy, Winter Rock Group, explained what his company does in regards to promotional items and logo apparel. He discussed the possibility of an updated logo, especially with a change in the star. He also handed out sample shirts and hats with the logo. For catalog orders, there would be a hyperlink on TCHA website to a Winter Rock Group domain, but will continue to look like the organization's website. Rick invited Mr. McCoy to the 2014 conference. Mr. McCoy stated he can put together a display case for the conference. George asked about handouts with TCHA logo. Mr. McCoy indicated this could be doable, but he also recommended calendars which have specific dates coming up in the year, magnets and even kid items.

Conference and training classes were discussed – Bobby will be touching base with Jim and Susan Tackett. George inquired if the Tackett's shooting plates can be shot with .22 calibers. Bobby stated he would find out and provide answer at next meeting. Bobby brought up based on comments at the last conference that a basic fire arm training for beginners will be offered.

The schedule of the 2014 conference will be:

Thursday, February 27, 2014 Board and Officers arrive

Friday, February 28, 2014	10:00 am – 7:00 pm	Registration (Volunteers needed)
	12:00 pm – 1:30 pm	Larry Arnold, <i>Winning the Encounter</i>
	1:45 pm – 3:00 pm	Mike Ayala & Dayton Copeland, <i>Navy Seals, Mindset</i> Chris Havens, <i>Commander, School Safety and Violent Gang</i>
	3:15 pm – 4:30 pm	Sheriff Jim Wilson, <i>Couples Tactical Defense</i>
	4:45 pm – 6:00 pm	Rudy Salazar, <i>Wound Trauma</i> (Session 1 option)
	4:45 pm – 6:00 pm	Dean McCormick/Bobby Clakley, <i>Basic Fire Arms</i> (Session 2 option)
	6:00 pm - ???	President's Reception. Follow the cigar smoke
Saturday, March 1	8:00 am	Registration (Volunteers needed)
	8:30 am	Fun Shoot - Meet in Lobby for safety brief
	9:00 am	Fun Shoot - Depart to range
	10:30 am – 12:00 pm	Ed Williams, <i>Situational Awareness: Your Business in 2014</i>
	12:00 pm – 1:30pm	Lunch - Austin Davis
	1:30 pm – 3:00 pm	Herb Martin, <i>Avoiding the Conflict</i>
	3:15 pm – 5:00 pm	Charles L. Cotton, <i>Legal Issues facing CHL Instructors</i>
7:00 pm – 10:00 pm	Banquet in the Live Oak Room, Keynote Speaker: Greg Abbott ? , door prizes, and some raffle drawings	
10:00 pm – ???	President's Reception	
Sunday, March 2	9:00 am – 11:00 am	Annual Members Meeting Raffle drawings in the Spanish Oak room

11:15 am – 12:00 pm **Board Meeting**
Election of new officers
General Business

12:00 Noon, Checkout time

Other items that need attention:

Laser Shot – Austin Davis

Comment Cards – Mollie

Registration Forms

Standard Release - photos/training/range/hospitality room

Vendors - Rick, Austin Davis, 2nd Amendment Sisters, etc.

Raffle items - Bill Davis, Tactical Edge Group and Dean McCormick, Ammunition

Promoting TCHA, our visibility is on an upward track. Need to continue to articulate our message. Billy Hill will be working on Facebook and Twitter. Rick stated that the Facebook page is part of the package with the PR group.

On August 11, 2013, Rick Mackey called the meeting to order at 9:08 am. Bobby called roll call. Absent directors were Larry Feille, Austin Davis, and Erwin Ballarta. Others that were present were Dean McCormick, Mollie Clakley, and Billy Hill.

Bobby read the minutes of the teleconference meeting held on June 1, 2013 and the only amendment was to correct the spelling of Sherrie Zgabay's name. Larry motioned, Rick seconded, and the minutes were approved with name correction.

Old business discussed:

Rick reported that the PR firm, Lovell Public Relations, Inc. is to launch a strategic media relations campaign either later in 2013 or early in 2014. Cost is estimated to be \$7500.00 (three \$2500 payments) to promote the conference, press releases, focus on social media (Twitter, Facebook) and getting the organizations name out there. Rick will have the PR firm contact our new social media representative, Billy Hill [email address, bexar43@gmail.com, (802)881-2256]. The cost for the PR firm will be coming (absorbed) from the money the Weekly Shot is bringing in.

New business discussed:

George reported on the guns to obtain for the conference. Rick wants four guns and to spend the same amount as last year (\$1600). George asked Larry to get with Jack Birch and ask for

two Judges and two .22. He also requested to be kept informed on the status of the guns for the 2014 conference.

Rick will be working on the Life Honorary Membership for the conference ???

George would like to make sure we have an appearance at the 2nd Amendment Foundation Gun Right Policy conference in Houston. He also recommended getting with Alan Corwyn at the conference and offering him 15-20 minutes to speak at the banquet.

George made a recommendation to Bobby about obtaining targets from Birchwoodcasey.com for the Fun Shoot. Bobby is to work with George on finalizing the training class schedule for the conference to be printed in the next newsletter.

George has the correct contact information and format to send the newsletter to Action Printing. Bill reported that the e-Commerce is finished but is waiting on the graphics from us.

Bill stated that he had nothing major to report. Memberships are good, but have tapered off some. He further stated that we still will make follow-up calls if he has a significant number not renewing. Bill will put something together to determine our baseline to provide the board with the ability to see how effective the PR firm will be doing.

Ron provided the board members with the Profit & Loss Prev Year Comparison (January through June 2013) and stated that it covered the overall numbers, but does not breakdown the specifics in each category.

Raffle Amounts (2013 Conference):

Gun 1 = \$390

Gun 2 & 3 = \$1700

Gun 4 = \$580

We spent approximately \$1600 for the guns.

Ron stated that we need to order some checks. Ron contacted Checks in the Mail to obtain the binder checks with our Austin address and phone #.

Dean reported that he feels he should be able to cover the DPS classes coming up.

Larry reported about the NFA classes. He will get more information as it comes through. In regards to association merchandise, he notices books, publications, garments ?. Coordinating who handles what type of merchandise, Action printing and Winter Rock Group.?

Mollie provided copies of various types of letterhead options that Rick asked her to put together. The decision was made to go with the letterhead that Ron brought and that Mollie would provide a template for board members and officers to add the Director information to the left side. She stated that the conference registration forms were different on the (web,

newsletter) and emphasized the need for consistency in information and adding a place for an email address should be considered.

Costs of the conference was discussed and it was determined that the price would remain the same as last year.

The following information was discussed and approved by the Board - If you are contributing to the conference there is no charge. Board directors and officers do not have to pay for the conference. They still pay for the room. For the Instructors, the room and banquet are covered.

Bobby discussed the need to establish an agenda for the members meeting at the conference.

Discussion was held by the board regarding mail from the PO Box and processing credit card payments. The board approved Bobby and Mollie to process credit card payments on applications received from the PO Box and stressed that it is incumbent on that person to notify all of the others of any password change: Ron, Dean, Rick, and Michelle (Action Printing).

Additional topics discussed by the board:

- A request was made to have the names recorded on all conference pictures.
- Bobby brought up the possibility of presenting “Challenge Coins” to life members and maybe to include members with 10 years or more with the association. Bill reported we have about 110 life members.
- Board of Directors vests.
- The status of the CHL PowerPoint. Ron stated that Theaker ??? was going to be here to speak about it, but he hasn’t been able to receive what he needs from DPS. The association can produce their own course and add to it information that we feel would benefit our members.
- **The need for Vendors – Vendors – Vendors**

Rick made the motion at 11:25 am to adjourn the meeting, seconded by Bobby, meeting adjourned.

Bobby Clakley
TCHA
Director/Secretary